
LA MARKET

NORTH CLINTON AVENUE



URBAN RENEWAL PLAN

PREPARED BY:

CITY OF ROCHESTER, NEW YORK

ECONOMIC DEVELOPMENT DEPARTMENT

2004

**LA MARKET
NORTH CLINTON AVENUE
URBAN RENEWAL PLAN**

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I. DESCRIPTION OF PROJECT

A. LOCATION/BOUNDARY

The La Marketa North Clinton Avenue Urban Renewal Project is located in Rochester, New York along the east side of North Clinton Avenue between Sullivan Street and Hoeltzer Street.

B. LEGAL DESCRIPTION

To be determined.

C. BACKGROUND

The La Marketa North Clinton Avenue Urban Renewal Project is a vital part of the North Clinton Avenue Corridor between Upper Falls Boulevard and Avenue D which has been the subject of a four phase process for the revitalization of this critical neighborhood commercial area. The four phases include: Visioning, Economic Analysis/Action Plan, Design, and Implementation. The existing corridor is characterized by deteriorated and vacant commercial structures resulting from years of declining neighborhood population, aging buildings, crime and drug use and inadequate parking. The revitalization project represents a major opportunity to transform this deteriorated and underutilized neighborhood commercial strip in the City's northeast section into a unique and vital ensemble of commercial goods and service businesses that benefit neighborhood residents as well as outside visitors. In March 2001, the Economic Analysis and Action Plan identified approximately 30,000 sq. ft. of additional commercial space that could be supported by the existing market. During this phase, this 800 block site was identified as having major development potential. The Design phase which included a community wide design charrette yielded a final master plan for the corridor and proposed, by way of an illustrative site plan, the various design elements incorporated in the Urban Renewal Plan.

D. COMPLIANCE WITH THE RENAISSANCE PLAN - ROCHESTER 2010

The following comprehensive plan campaign goals are supported by this plan:

Campaign Three - Health, Safety, and Responsibility

Goals:

- (A) Promote neighborhoods that are safe, clean and attractive, that minimize drug sales and use, loitering, graffiti, public drunkenness, property code violations, incidents of fires and other negative quality of life issues and that ultimately reduce the demand for public safety services.

Campaign Six - Economic Vitality

Goals:

- (B) Develop a business and financial environment that encourages businesses and individuals to build on our rich entrepreneurial spirit.
- (C) Develop strong, economically viable and diverse neighborhood commercial areas that help to provide entry-level jobs, high-quality goods and personal services to our citizens, offer entrepreneurial opportunities and help increase our city's economic development and growth.
- (G) Support and promote opportunities for shopping for residents and visitors at stores, businesses and personal shops within our city.

Campaign Eight - Tourism Destination

Goals:

- (A) Encourage sporting events and venues, special festivals, events, celebrations and conventions that help to bring visitors into our city and create an image and "sense of place" that is locally, regionally and nationally recognized.
- (B) Encourage and help create appropriate private, market-driven investments in the local tourism industry that result in additional revenue for businesses and the creation of new jobs for local residents.
- (F) Develop diverse, unique tourism attractions that balance economic issues and impacts with neighborhood preservation, enhancement and protection.
- (G) Capitalize on our many recreational, historic, civic and business assets as well as our high quality of life to expand recognition of Rochester as a highly desirable tourism destination and attractive place to live.

Campaign Nine - Healthy Urban Neighborhoods

Goals:

- (C) Encourage strong, stable, vital and healthy neighborhoods that retain their unique characteristics, are supported by appropriate community resources, services and amenities in village-like settings with neighborhood commercial centers serving nearby residential neighborhoods, provide essential goods and services and help create a high quality of life for every citizen.
- (D) Support programs, facilities and events in our neighborhoods and village centers where citizens celebrate the positive aspects of city living as well as communicate and collaborate on issues important to our community's

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future.

- (E) Ensure adequate parking resources or facilities that balance the protection of neighborhoods and residences with the need to sustain the economic viability and vitality of commercial areas.

II. URBAN RENEWAL OBJECTIVES

The following are key objectives for the La Marketa North Clinton Avenue Urban Renewal District:

- A. The elimination of substandard and deteriorated structures and other blighting influences in the project area, through demolition and subsequent redevelopment.
- B. The promotion of economic development in and around the project area, through private commercial development, supporting parking facilities and public access.
- C. To convey by lease or fee simple agency owned vacant property to developers to support private development.
- D. The generation of additional jobs and municipal tax base within the project area in order to maximize utilization of City land area.
- E. To make better use of underutilized land and buildings within the project area.
- F. The beautification of the project area through the construction of new sidewalks and street scape improvements.
- G. To improve security and safety in the project area.

III. URBAN RENEWAL ACTIONS: (See "Exhibit B" for Land Disposition Map)

The Urban Renewal actions to be undertaken in the project area consist of the following:

- A. Acquire selected properties from private owners.
- B. Resubdivide acquired land into several parcels for development or rehabilitation.
- C. Demolish and remove selected structures on acquired property.
- D. Dispose of project area development sites by sale to qualified developers for redevelopment or rehabilitation in accordance with standards incorporated in the Plan.

- E. Provide relocation assistance in accordance with NYS Relocation Guidelines.
- F. Provide funding assistance in the rehabilitation and redevelopment of development sites.
- G. Adopt land use controls to implement the objectives of the Plan.

IV. LAND USE PLAN:

A. Purpose

The La Marketa North Clinton Urban Renewal District is intended to provide a major new commercial/retail facility integrated with a lively and colorful plaza to serve as a gathering place and shopping center for this mixed ethnic neighborhood. Rehabilitation opportunities and additional off-street parking with limited access to North Clinton Avenue will be offered to existing commercial properties which retain the original character of the Avenue. Pedestrian access through open and enclosed areas along an east-west axis will link North Clinton Avenue to the interior of the block east of the District for future development opportunities. A vehicular drive along the eastern boundary of the District will link the one-way boundary streets and thereby facilitate access to parking on the site.

B. Land Use Regulations

Land Use Regulations are comparable to the C-2 Community Center District of the Rochester Zoning Code. All of the requirements of the C-2 Zoning District shall apply except as follows:

1. Permitted Uses:

- (a) Public and semi-public uses.
- (b) Retail sales and service.
- (c) Health Clubs and similar facilities.
- (d) Offices.
- (e) Bars, Cocktail lounges and taverns including accessory outdoor seating/assembly areas provided the outdoor areas only operate between the hours of 6:00 a.m. to 11:00 p.m.

- (f) Restaurants and banquet facilities including accessory outdoor seating/assembly areas provided the outdoor areas only operate between the hours of 6:00 a.m. to 11:00 p.m.
- (g) Mixed uses.
- (h) Dwelling units when part of a mixed use development on the second story or above.

2. Special Permit Uses:

- (a) Amusement Centers.
- (b) Entertainment not including sexually oriented uses, subject to the Additional Requirements for Specified Uses in Section 120-137 of the Rochester Zoning Code.

3. Lot Area and Yard Requirements:

Lot, area and yard requirements shall be subject to the provisions of Section 120-44 of the Rochester Zoning Code except as follows:

- (a) Parcel I - Front yards.

Maximum front yard setback:

North Clinton Avenue	N/A
Hoeltzer Street	N/A
Sullivan Street	N/A

4. Bulk Requirements:

Bulk requirements shall be subject to the provisions of Section 120-45 of the Rochester Zoning Code except as follows:

- (a) Maximum building height - principal use or structure - 3 stories or 35 ft.
- (b) Parcel I - Minimum building height - 30% of building - 20ft.
- (c) Maximum square footage
 - Principal use - N/A
 - Structure - N/A

5. Design Guidelines and Standards:

Design guidelines and standards shall be subject to the provisions of Article XIX of the Rochester Zoning Code except as follows:

- (a) Parcel I - Exception to section 120-158A-1 and 120-159B-3.

Any building facade facing Sullivan Street or Hoeltzer Street shall have an active building elevation which may or may not include windows and or building entrances. Where such facade does not comply with the window transparency requirement section 120-159B-3, such facade must be set back from the street with a minimum 10 ft. landscaped front yard.

6. Fences and Walls

Fences and walls requirements shall be subject to the provisions of Section 120-167 of the Rochester Zoning Code except as follows:

- (a) No fence shall exceed three (3) feet in height except where it abuts a residential district where such fence or wall shall not exceed six (6) feet in height.

7. Off Street Parking

Off street parking shall be subject to the provisions of Section 120-173 of the Rochester Zoning Code except as follows:

- (a) Required parking spaces:
 - (a) Minimum number of parking spaces - N/A
 - (b) Maximum number of parking spaces - N/A
- (b) No parking shall be permitted between a building and the sidewalk on the street within a building's street frontage.
- (c) Parcel I - accessory parking shall be located at the rear (east side) of the parcel.

8. Signs

Signs shall be subject to the provisions of Section 120-177 of the

Rochester Zoning Code except as follows:

- (a) Owner may submit an alternative sign program which shall be subject only to Site Plan Review by the Director of Zoning.

9. Other Requirements:

- (a) Other requirements including provisions regarding accessory uses and structures, air quality, dumpsters and refuse collection areas, flood plain regulations, landscaping buffers and screening, lighting, noise, off-street loading, off-street stacking requirements and outdoor storage shall be subject to the provisions of Article XX of the Rochester Zoning Code.

V. URBAN RENEWAL PROCEDURES

- A. Review of site and development plans. Site and development plans, including landscaping, shall be submitted to the Director of Zoning for review and approval subject to Site Plan Review. Prior to making a determination, the Director of Zoning shall transmit such plans to the Secretary of the Urban Renewal Agency for review and comment with respect to the conformance of such plans with the Urban Renewal Plan and its objectives.
- B. Variance of plan regulations. Variances of Urban Renewal District regulations may be approved by the Zoning Board of Appeals, with the exception of use variances.

VI. TERM OF URBAN RENEWAL PLAN

This Plan shall continue in effect for a period of forty (40) years from the date of its adoption by the Rochester City Council.

VII. OBLIGATION OF DEVELOPERS

When land or buildings within the project area are sold or leased by the City of Rochester or the Rochester Urban Renewal Agency, the purchasers or lessees and their successors or assigns shall be obligated by the terms of the contract to devote such land to the uses set forth in this urban renewal plan and to begin and complete construction of improvements within a reasonable time as established by the instrument of sale or lease.

VIII. URBAN RENEWAL PLAN AMENDMENT

This urban renewal district plan may be amended at any time by the Rochester City Council in accordance with procedures then in effect for the amendment of an urban renewal plan.

IX. RELATIONSHIP TO THE ROCHESTER ZONING CODE

Concurrent with the adoption of the Urban Renewal Plan, Section 120-120 of the Zoning ordinance of the City of Rochester shall be amended to include Section IV of the plan.

X. SPECIAL PROVISIONS

A. Anti-Discrimination

There shall be appropriate covenants running with the land as required by State statutes, rules and regulations with respect to the prohibition of discrimination in the sale, lease, occupancy or use of any real property in the project area on the basis of race, color, creed or national origin.

**LEGAL DESCRIPTION FOR
LA MARKET URBAN RENEWAL PROJECT**

All that tract or parcel of land situate in the City of Rochester, County of Monroe, State of New York, more particularly bounded and described as follows: Beginning at the point of intersection of the centerlines of North Clinton Avenue (66' ROW) and Sullivan Street (40' ROW), said intersection being the point or place of beginning; thence

1) Easterly, along the said centerline of Sullivan Street, a distance of 300 feet, more or less, to the intersection of the northerly projection of the centerline of Lot 12 of the J. Helfer Subdivision, as filed in the Monroe County Clerk's Office in Liber 3 of Maps, Page 58; thence

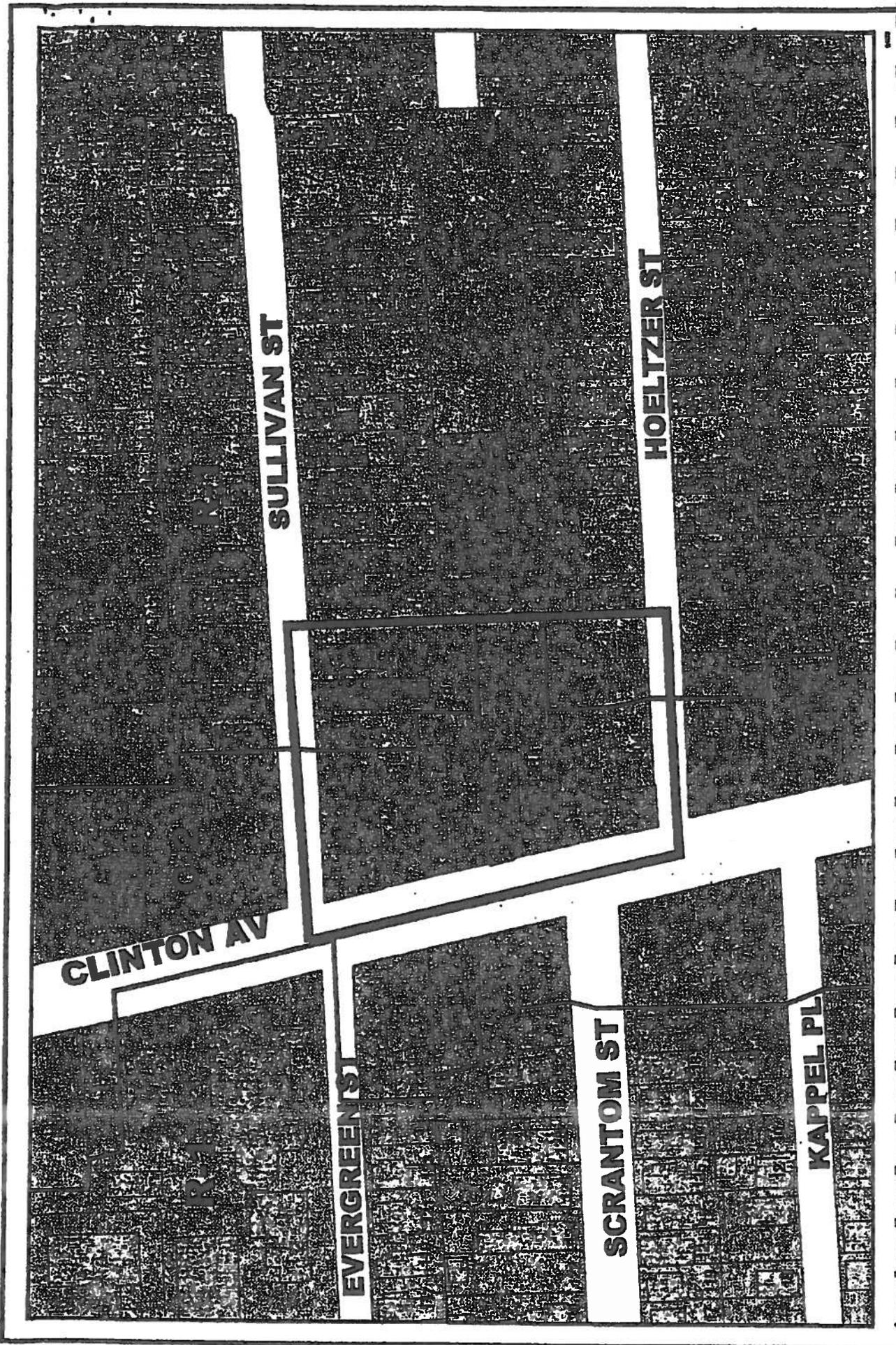
2) Southerly, along said extension and the centerline of Lot 12, a distance of 182.1 feet, more or less, to a point on the northerly line of lands of Armando Espinosa, as conveyed in Liber 9253 of Deeds, Page 163; thence

3) Easterly, along said north line of Espinosa, a distance of 4.6 feet, more or less, to the northeast corner thereof; thence

4) Southerly, along the easterly line of said Espinosa and the westerly line of Lot 13 of the Raab and Hoelzer Subdivision, as filed in the Monroe County Clerk's Office in Liber 116 of Deeds, Page 497, and its southerly projection, a distance of 179.2 feet, more or less, to a point in the centerline of Hoeltzer Street (32' ROW); thence

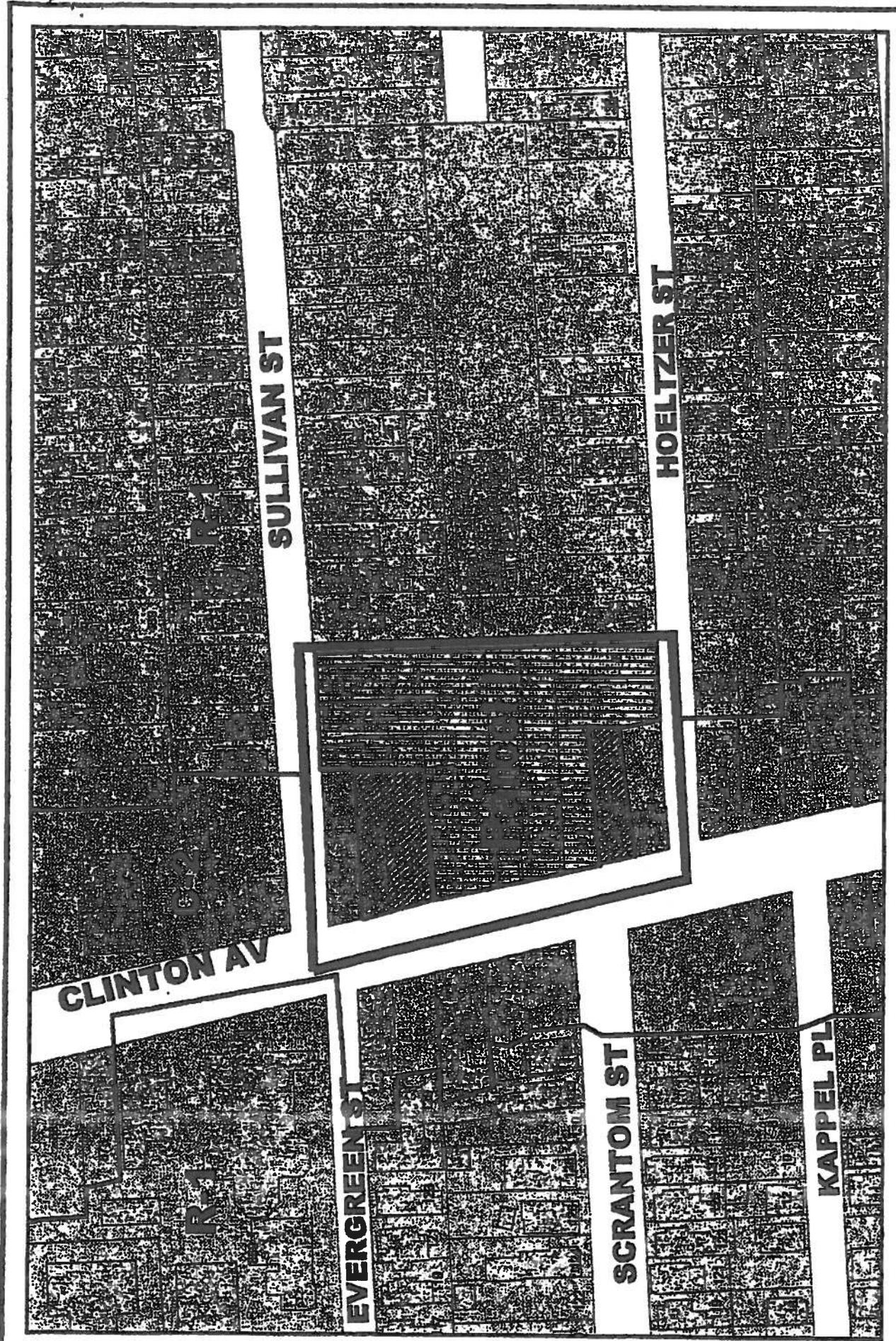
5) Westerly, along said centerline of Hoeltzer Street, a distance of 236 feet, more or less, to a point in the centerline of said North Clinton Avenue; thence

6) Northerly, along the centerline of said North Clinton Avenue, a distance of 363 feet, more or less, to the centerline intersection of Sullivan Street, said intersection being the point or place of beginning.



La Marketa Urban Renewal Project
 Project Boundary
Exhibit A

- 2003 Zoning District Boundary
- La Marketa Urban Renewal District Boundary



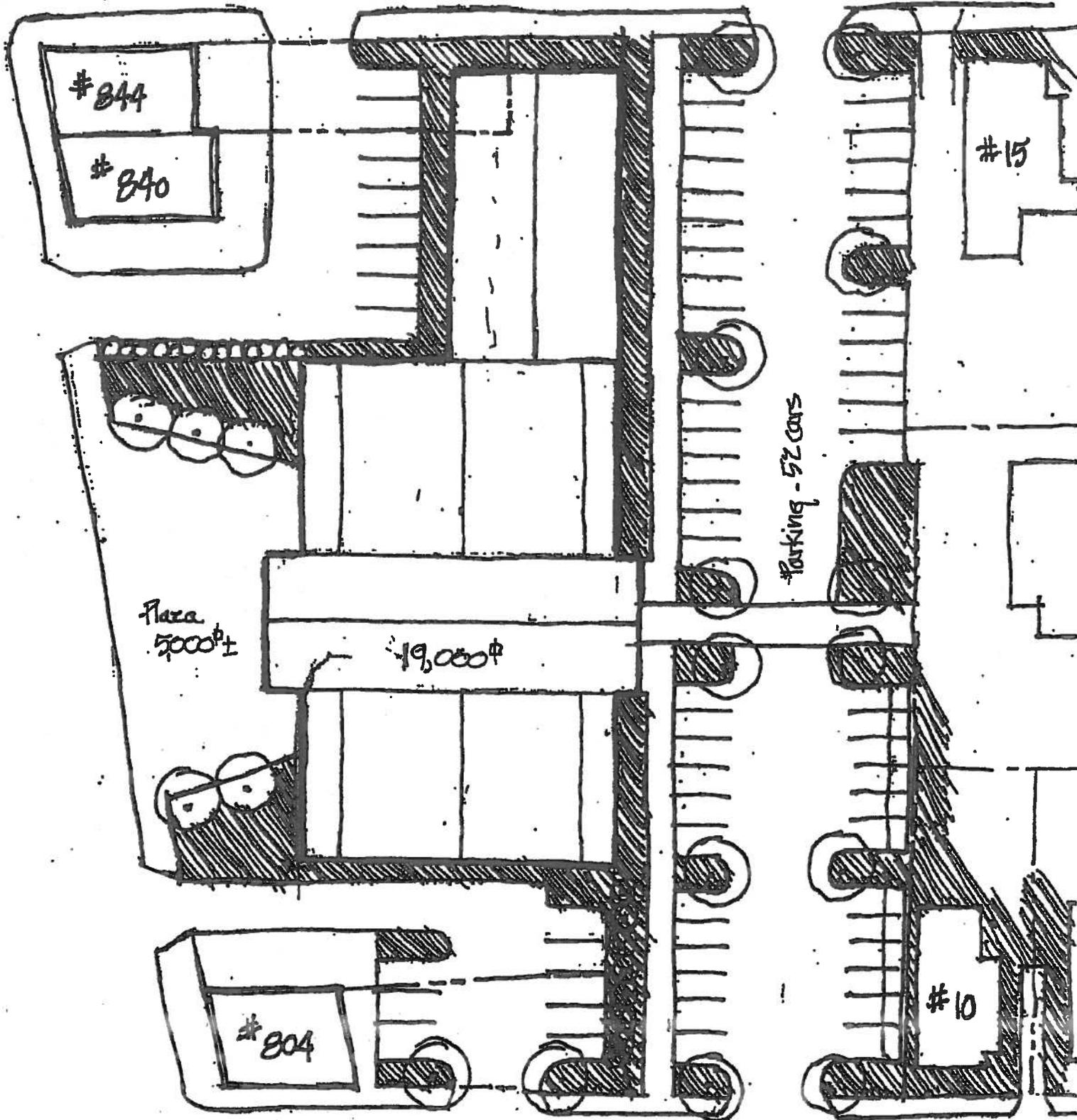
La Marketa Urban Renewal Project
 Land Disposition Map
Exhibit B

-  2003 Zoning District Boundary
-  La Marketa Urban Renewal District Boundary
-  Property to be acquired by the City combined into Parcel 1 and sold to developers
-  City property to be sold to developers



 CITY OF ROCHESTER
 EED - ECONOMIC DEVELOPMENT

SULLIVAN



HOELTZER

SCHEME
P3 ✖